

GENERAL SERVICES ADMINISTRATION

Federal Supply Services

Authorized Federal Supply Schedule Price List

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage, a menu driven database system. The INTERNET address for GSA Advantage is GSAAvantage.gov

Advertising and Integrated Marketing Solutions

Solicitation number: 7FCB-H2-070541-B

541 4B **Video and Film Production Services** 541 1000 **Other Direct Costs**

Contract number – GS-23F-0158N

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at fss.gsa.gov

Contract Period – February 24, 2003 – February 23, 2018
with 3 – five year option periods (2/1/08-1/30/23)

Howard Video, LLC

howardvideo.com

Donna Fortaleza-Daniel, CEO
Roger Daniel, Production Manager
E-mail: office@howardvideo.com
roger@howardvideo.com

Phone: **(301) 336-7575**
(301) 442-7899
Fax: (301) 336-3064
Address: 1309 Centaur Drive
Forestville, MD 20747-1702

CONTRACT ADMINISTRATION SOURCE:
Roger Daniel – (301) 336-7575
1309 Centaur Drive
Forestville, MD 20747-1702

Website: howardvideo.com

BUSINESS SIZE: 8(a) certified, small, disadvantaged, woman-owned

HOWARD VIDEO

Customer Information

1a. SPECIAL ITEM NUMBERS:

SIN 541-4B Video and Film Production Services
SIN 541-1000 Other direct costs

1b. PRICING and 1c. LABOR CATEGORIES:

LABOR RATES

	hourly rates
Assistant Director	\$40.00
Audio Engineer	\$41.50
Audio/Video Specialist	\$41.50
Audio/Video Engineer	\$56.50
Camera Operator	\$42.50
Character Generator Operator	\$41.50
Director I	\$57.50
Director II	\$72.00
Director III	\$87.50
Director of Photography	\$62.50
Editor I	\$40.00
Editor II	\$50.00
Producer I	\$59.50
Producer II	\$75.00
Production Assistant	\$28.00
Production Manager	\$68.00
Scriptwriter	\$41.50
Teleprompter Operator	\$41.50
Video Production Engineer	\$65.75
Video Technician	\$41.50

*These are the maximum prices that can be charged. Lower rates may be quoted.

OTHER DIRECT COST

The labor hours cited above are for services only. They do not include equipment, supplies or other direct costs. When production equipment is also needed, the following costs apply:

HOWARD VIDEO PRODUCTIONS ENG/EFP CREWS with gear*

1-PERSON CREW*

	rates
½ day (5 hours)	\$515
10 hour day	\$850

2-PERSON CREW*

	rates
½ day (5 hours)	\$685
10 hour day	\$1090

HIGH DEFINITION 2 PERSON CREW*

10 hour day	\$2,200
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ENG/EFP Packages

-Production crew

1 Sony/JVC/Ikegami digital, broadcast-quality camera

1 Sachtler Video 20 Tripod

1 Camera AC Power Supply

4 Anton Bauer Pro Pack Batteries - charger included on multiple day rental

1 Sony LCD Color Monitor - 8" AC/DC operation

1 Sony BVV5 SP Recorder/DVCam recorder

1 Shure FP33 Stereo Audio Mixer

1 Sony MDR V6 Headphone

2 Shure lavalier microphones with accessories

1 Sennheiser 416 shotgun microphone

1 vdb 605 Boom Pole

1 Anton Bauer Ultra Light System

1 Lowell Light Kit - with stands, barndoors, scrim sets, extension cords

All connecting video and audio cables

1 Utility cart

1 Utility van/SUV

Timed – Portal to portal

Package prices do not include videotape stock/recording media

Additional Services***hourly rate**

Online editing w/Editor	\$135.00
Offline editing w/Editor	\$95.00
Digital editing w/ Editor	
	Rough
	Primary
	Full
	\$85.50
	\$130.00
	\$205.00
Narration Booth w/technician	\$84.50
Audio sweetening w/technician	\$84.50
Make-up artist	\$28.00
Grip services	\$22.50
Logging/screening tapes w/ operator	\$38.50
Captioning w/ operator (less for live shoots)	\$500.00
Encoding	\$250.00
Teleprompter w/operator - laptop or free-standing w/lens cover	\$85.50 or \$208.00
Dubbing w/operator	\$28.50
Slide transfer w/ editor	\$46.50
2D/3D animation	\$85.00
Graphics	\$85.00
AVID ambulance service-on-site help with AVID and system/rack related problems and install hardware/ decks to current rack controlled by the AVID	\$80.50 – \$135.00
Music/sound effects w/multi media specialist	\$84.50
Special effects w/multimedia specialist	\$85.00
Shipment/distribution of video dubs to broadcasters and others who request copies	\$22.50
Compression of videos for web w/multimedia specialist	\$85.50

CD/DVD Creation w/Editor	\$46.50
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*These are the maximum prices that can be charged. Lower rates may be quoted. Prices include the .75% Industrial Funding Fee.

VIDEO AND FILM EQUIPMENT A-LA-CARTE*

	daily rates
Digital still camera package	80.00
Sony Beta SP BVW D700 camera	\$450.00
Sony PD150 DV or Hi-8 camera	\$400.00
Sony DVCAM camera	\$580.00
News-style light kit	\$85.50
Location sound package	\$142.50
Field sound mixer (Shure)	\$85.50
Wireless mic (each)	\$41.75
Beta SP player/recorder*	\$356.25
DVCAM player/recorder*	\$380.00
Hi-8 player/recorder*	\$210.00
S-VHS player/recorder*	\$110.50
VHS player/recorder*	\$60.00
Utility van/SUV	\$40.00
Mileage for utility van (after first 30 miles)***	\$0.405/mi

**Tape stock not included

***Based on IRS Standard Mileage Rate-adjusts each January 1

*These are the maximum prices that can be charged. Lower rates may be quoted. Prices include the .75% Industrial Funding Fee.

VIDEO TAPE STOCK*

Beta SP-10 minute	\$15.50
Beta SP-20 minute	\$16.50
Beta SP-30 minute	\$17.50
Beta SP-30L minute	\$19.50
Beta SP-60L minute	\$29.00
Beta SP-90L minute	\$37.50
Digi Beta-22S minute	\$25.00
Digi Beta-32S minute	\$27.00
Digi Beta-40S minute	\$24.00
Digi Beta-34L	\$27.00
Digi Beta-64L	\$37.00
Digi Beta-94L minute	\$50.00
Digi Beta-124L minute	\$65.00
VHS - 10 minute	\$2.75
VHS - 15 minute	\$2.80
VHS - 20 minute	\$2.85
VHS - 30 minute	\$2.95
VHS - 45 minute	\$3.05
VHS - 60 minute	\$3.20
VHS - 90 minute	\$3.40
VHS - 120 minute	\$3.70
VHS - 160 minute	\$4.20
VHS mailer	\$3.85
VHS Sleeve / White Cardboard	\$.50
VHS Sleeve / Clear Plastic	\$1.05
Hi-8 MP-30 minute	\$8.40
Hi-8 MP-60 minute	\$9.00
Hi-8 MP-120 minute	\$12.85

AUDIO TAPE STOCK*

Cassette 10 minute	\$.90
Cassette 20 minute	\$1.00
Cassette 30 minute	\$1.10
Cassette 60 minute	\$1.30
Cassette 90 minute	\$1.80
Cassette 120 minute	\$2.00

DISKS*

4.7 g 4x DVD+/-R	\$3.00
700 mb CD R	\$.90

*These are the maximum prices that can be charged. Lower rates may be quoted.

Labor Category Descriptions

Assistant Director

DUTIES: Assists the director in the translation of the screenplay/script into a final product by coordinating all activities of the pre-production and production units; breaks down the script, scouts and secures locations, implements casting, secures talent, props, wardrobe and supervises set construction. Insures crew calls, handles script continuity, makes a daily financial report and returns all material at the end of a shoot.

GENERAL EXPERIENCE: Progressive related experience in video, film, and multi media productions.

Audio/Video Specialist

DUTIES: works with audio systems, video systems, control systems along with computer hardware and software. Sets up and operates projection systems, audio systems, microphones, and room control systems. Able to assist presenters with PowerPoint software and computer interfaces to the AV systems.

GENERAL EXPERIENCE: 4 years experience with the setup and operation of conference rooms, auditoriums, theater, hotels (special events) and/or broadcast environment.

Audio/Video Engineer

DUTIES: Operates equipment and coordinates the integration of video production and graphic design technology. Handles sophisticated equipment, reviews, recommends, and purchases new technologies. Operates and maintains equipment; coordinates the integration of video production and graphic design technology.

GENERAL EXPERIENCE: 9 years in an engineering environment in a broadcast or post production facility. Understands all technical and electrical aspects of systems be able to use waveform monitors and vector scopes, troubleshoot and maintain equipment. Has experience with video teleconferencing events, satellite technology, along with systems design and installation. Familiar with new media, such as web streaming and other digital technologies.

Audio Engineer

DUTIES: Has extensive knowledge and experience in using the majority of professionally recognized brands of video and audio equipment. Responsibilities include set up of video and audio equipment for location and soundstage productions, as well as recording of all production audio. Responsible for sound design using recorded narration, library music and sound effects. Responsible for editing and mixing audio tracks using non-linear digital sound recording systems, as well as the multi-track analog systems. Knowledgeable in installation and maintenance of the audio equipment.

GENERAL EXPERIENCE: Bachelor Degree or four (4) years of experience in the related multimedia productions.

Camera Operator

DUTIES: Assists the Director of Photography/Videographer/Cinematographer in translating the screenplay/script into visual images within the allotted budget. Operates all assigned camera equipment and is capable of performing camera operator and simple video director responsibilities simultaneously.

GENERAL EXPERIENCE: Three (3) years of experience in video and film productions.

Character Generator Operator

DUTIES: Responsible for entering text and graphics into the character generator system. Works directly with scriptwriter, director and/or producer to create and properly display the appropriate titles and graphics at the correct times.

GENERAL EXPERIENCE: Three (3) years of experience in video and film productions.

Director

DUTIES: Responsible for directing the production activities of the cast and crew and translating the screenplay/script into high quality, effective visual and audio impact project. Produces a day-by-day breakdown of the script into shots that will be accomplished within the established production time frame. Decides in conjunction with the client and the producer the creative approach to accomplish the intended style of the production. Works with specialists to guide them in determining all production resource requirements such as equipment, crew, sets, props, costumes and locations. Works with on-camera interviews and shooting of B-roll footage for proper editing coverage. Supervises editing, digital effects and audio recording.

GENERAL EXPERIENCE: Five (5) years of experience in video, film, and multi media productions.

Director of Photography

DUTIES: Responsible for translating the script/screenplay into visual images.

Experienced in operating a number of commercially recognized brands of video and film cameras. Responsible for the lighting of all studio and location sets. Supervises the production crew and conveys to them the Director's and the Producer's concepts and creative goals for the entire production. Sets the proper tempo for the crew and through example and direct consultation, establishes proper demeanor for the crew.

Five (5) years of experience in video and film productions.

Editor

DUTIES: Provides a full range of services as an editor, overseer of graphics and work with linear and non-linear edit systems. Capable of acting in a supervisory capacity.

Organizes, modifies, and completes finished program material for client approval by editing the visual elements of the film or video into a rough cut, a fine cut and sound and final editing into deliverable forms along with work orders for client billing. Operates and maintains editing equipment and software systems and duplicates edited material. Works with color correction, online session and mix if necessary submits shot sheet and gets music cut sheet

GENERAL EXPERIENCE: 10 years experience in editing film or video. Working knowledge of technical video editing equipment operation.

Grip

DUTIES: Works under the direction of Key Grip or Gaffer depending on the size and composition of the entire production crew. Has extensive knowledge and experience in using camera stands, camera mounts, light stands, electric cables, electric connectors, scene slates, and other grip equipment.

GENERAL EXPERIENCE: Three (3) years of experience in video and film productions.

Location Manager

DUTIES: Manages all aspects of location needs such as permits, security requirements, governmental ordinances adherence, environmental protection requirements, etc. Coordinates assigned Production Assistants' actions and responsibilities.

GENERAL EXPERIENCE: Progressive related experience

Producer – Video

DUTIES: Interacts with the client, project manager, and the crew during all phases of production. Leads and explains to the crew and the director the feel and the intent of the project at hand. Manages production schedule and associated costs on daily basis. Reviews dailies keeping thorough knowledge of the project status, which ensures quality of production. Schedules all elements/stages of the project. Delegates appropriate assignments to task managers and retains an overview of their accomplishments. Maintains a current and thorough knowledge of industry standards, practices, and innovations.

GENERAL EXPERIENCE: Five (5) years of experience in video, film, and multi media productions.

Production Assistant

DUTIES: Assists the Assistant Director in the coordination and implementation of specific aspects of film and video projects. Assists the Producer/Program Manager in the accomplishment of assigned administrative duties.

Scriptwriter

DUTIES: Creates the written directions and dialogue for the talent, producer director, and the remainder of the supporting crew to follow. Interacts extensively with the Executive Producer and the Producer to take the production from concept to the final written form of the production.

GENERAL EXPERIENCE: Progressive related experience in video and film productions.

Technical Director

DUTIES: Operates analog or digital video switchers and digital video effects consoles. Interacts and receive shot cues from the director. GENERAL

EXPERIENCE: Five (5) years of experience in video, film, and multi media productions.

Teleprompter Operator

DUTIES: Responsible for entering text and operating the teleprompter system during rehearsals and productions. Works directly with talent and producer to ensure smooth taped dialogue.

GENERAL EXPERIENCE: Progressive related experience in video and film productions.

Video Production Engineer

DUTIES: Responsible for setup of video, audio, projection and all other equipment for sound stage and location productions. Ensures high technical quality of all electronically recorded signals.

GENERAL EXPERIENCE: Associate Degree or three (3) years of progressive experience in the field of multi media. Experienced and knowledgeable in wide variety of professionally acceptable electronic and computer equipment and software needed for successful completion of each multi media project.

Video Technician

DUTIES: Works with the Video Production engineer to perform specific assignments such as camera shading, prerecorded tape playback, location and studio cabling, etc. GENERAL EXPERIENCE: Progressive related experience.

Customer Information (continued)

2. MAXIMUM ORDER:

The maximum order level under this contract will be set at \$1,000,000. Once an order exceeds one million dollars, the ordering activity is required according to clause I-FSS-125 (August 1995) to seek a price reduction.

3. MINIMUM ORDER:

\$100

4. GEOGRAPHIC COVERAGE:

WORLDWIDE

5. POINT OF PRODUCTION:

Washington, D.C. /Baltimore, Maryland metropolitan areas

6. DISCOUNTS:

Prices shown in the enclosed price list are net, all discounts deducted, and valid for all areas

7. QUANTITY/DOLLAR DISCOUNT:

<u>Dollar Volume of Order</u>	<u>Quantity Discount</u>
\$250,000 to \$499,999	.50%
\$500,000 to \$749,999	.75%
\$750,000 and over	1.00%

8. PROMPT PAYMENT TERMS:

.5%.....7 days

1%.....14 days

9a. GOVERNMENT CREDIT CARD ACCEPTANCE AT OR BELOW THE MICRO-PURCHASE THRESHOLD:

Howard Video Productions will accept Government purchase cards below the micro-purchase threshold.

9b. GOVERNMENT CREDIT CARDS ARE ACCEPTED FOR ORDERS ABOVE THE MICRO-PURCHASE THRESHOLD OF \$2,500

Howard Video Productions will accept Government purchase cards above the micro-purchase threshold.

10. FOREIGN ITEMS:

NA

11a. TIME OF DELIVERY:

Howard Video Productions will adhere to the delivery schedule as specified by the ordering agencies' purchase order.

11b. EXPEDITED DELIVERY:

This service is not covered under the Contract and has to be negotiated outside the contract vehicle as an open market procurement.

11c. OVERNIGHT AND 2-DAY DELIVERY:

This service is not covered under the Contract and has to be negotiated outside the contract vehicle as an open market procurement

11d. URGENT REQUIREMENTS:

Contact Howard Video Productions for faster delivery or rush requirements.

12. F.O.B. POINT:

Destination

13a. ORDERING ADDRESS:

Howard Video Productions
1309 Centaur Drive
Forestville, MD 20747-1702

13b. ORDERING PROCEDURES:

Service, The ordering procedures, information on Blanket Purchase Agreement, (BPA's), and a sample BPA are listed at the GSA/FSS Schedule Homepage (fss.gsa.gov/schedules)

14. PAYMENT ADDRESS:

HOWARD VIDEO PRODUCTIONS
1309 Centaur Drive
Forestville, MD 20747-1702

15. WARRANTY PROVISIONS:

Howard Video Productions warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.

16. EXPORT PACKING CHARGES:

N/A

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:

N/A

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE AND REPAIR:

N/A

19. TERMS AND CONDITIONS OF INSTALLATION:

N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS, ETC.:

N/A

20a. TERMS AND CONDITIONS OF ANY OTHER SERVICES:

N/A

21. LIST OF SERVICES AND DISTRIBUTION POINTS:

HOWARD VIDEO PRODUCTIONS
1309 Centaur Drive
Forestville, MD 20747-1702

22. LIST OF PARTICIPATING DEALERS:

N/A

23. PREVENTIVE MAINTENANCE:

N/A

24a. SPECIAL ATTRIBUTES:

All equipment used in audio and video productions and services meets industry-accepted environmental standards.

24b. SECTION 508 COMPLIANCE:

NA

25. DATA UNIVERSAL NUMBERING SYSTEM (DUNS) NUMBER:

789373883

27. CCR/SAM DATABASE:

HVP has registered and is listed on the CCR/SAM database.

HOWARD VIDEO

Background

HOWARD VIDEO PRODUCTIONS (HVP) has provided video production services to government agencies, the military, television stations and networks, universities, as well as corporations for more than 20 years. We specialize in many types of productions - videotaping conferences, seminars, training tapes, teleconferences, interviews, meetings, talk shows, press conferences, long and short features, public service announcements, and video news clips. We shoot and edit on digital and analog formats producing tapes, CD's and DVD's.

HVP provides an array of services relating to video including field and studio camera, editing, field producing, technical directing, directing, producing and scriptwriting. Awards and acknowledgments have been received from the Department of Defense, United Way, CableAce Awards and Sony.

HVP provides services for:

***U.S. Army TV** – (field) technical director for the \$8.3 million production of "The Spirit of America" tour

***American Idol** – (field) high definition camera crew for East coast trials and finals of talent competition

***Public Defender Service** – (field) camera crew and editor for "Forensic Science Conference"; DVD authoring

***Monday Night Football/ABC Sports** – (field) sideline production crew

***U.S. Army Corps of Engineers** – (field/studio) camera for training and other in-house productions; edit and create training, information and/or archival tapes and DVD's as needed

***Government Accountability Office** - (field/studio) camera crews for training and other in-house productions for IPTV, overflow facilities, instructional and/or archival purposes; edit and create DVD's as needed

***Department of Defense** – (Conferencerooms/studio/field) creative, administrative, technical and engineering support for productions and VTC's; operate 4 - 8 Robo-cams and technical direct; edit productions and VTC's; DVD authoring; script, shoot and edit training tapes for IPTV and distribution; Awarded Director's Award for Exceptional Special Project

***Inside Edition** – (field) camera crew for anchor shots at the U.S. Capitol

***AVW-TELAV** – (field) camera crews for trades shows, conferences and demonstrations

***Washington Redskins Football** - (field) game sideline camera, field produce and shoot locker room interviews and celebrity exercise segments

***Veteran's Administration** - (studio) camera crew for training tapes

HVP Past Performance Information (con't)

***AARP**- (field/studio) camera crew for press conferences and in-house productions

***University of Maryland Television** – (studio) set-up technician, programmer and operator for server and automation system for playback of pre-recorded programming and daily, live newscasts; hire, train, supervise and schedule technicians; provide engineering support; director and technical director for broadcast productions

***Potomac Video Services** – (field/studio) camera crews, director and technical director for documentaries, news and commercial productions

***George Washington TV** – (studio) producer, technical director and director for seminars and educational satellite programming

***CBS Sports** – (field) camera crews for sport telecasts inserts

***WMAR** – (field) technical director for "The Original Sports Show", a weekly sports talk show

***PBS** – (field) producer/director for "Nkenga", dance opera performed by the National Dance Theatre of Zaire

***WHMM** – (field/studio) producer and director for "Profiles", a weekly magazine-format series - Washington, DC Area

***Arlington Educational TV** – (field/studio) producer and editor for educational/informational programming

***BET** – (studio) director and technical director for various news and entertainment programming

***Embassy of Jamaica** – (field) producer and director for documentary; provide news crew

***U.S. Army Training Center and Fort Dix** - (field/studio) scriptwriter, producer, director and editor for training tape series